(iv) Unauthorised viewing/distribution/redistribution of the broadcast signal should be made a cognizable offence.

(v) The Government should regulate the price of 'Basic Tier' of 'Free-to-Air' channels. The Government will also make a special provision for the channels of the Public Service broadcaster.

(vi) There should be no requirement for change of the receiving set, irrespective of whether the consumer chooses to watch 'Free to Air' channels and/or 'Pay' channels.

The introduction of an addressable System for Pay channel viewing through cable would give the choice to the consumer to pay for only those channels that he chooses to view and would bring transparency in viewership figures.

Misguiding Programmes by Doordarshan

†4148. SHRI JANESHWAR MISHRA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is fact that the public is being misguided through the programmes telecast recently by Doordarshan; and

(b) if so, the action being taken by Government to make Doordarshan transparent?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): No Sir.

(b) Does not arise.

Advertisements in Newspaper and Periodicals

4149. SHRI AIMADUDDIN AHMED KHAN (DURRU): Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the total space of advertisements given to various newspapers and periodicals in terms of square centimetres and amount given by DAVP during the 2000-2001 and 1st April, 2001 to 31st December, 2001; and

(b) the details of advertisements given in each language during the said period?

†Original notice of the question was received in Hindi

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) and (b) Language-wise details of advertisements committed by the Directorate of Advertising and Visual Publicity (DAVP) during the period 2000-2001 and from 1st April, 2001 to 31st December, 2001 are given as under:—

Sl. No.	Language	2000-2001		From 1.4.2001 to 31.12.2001	
		Total Space committed (in column centimetre)	Total amount committed (in rupees)	Total space committed (in column centimetre)	Total amount committed (in rupees)
1		2	3	4	5
1.	English	20,18,521	34,91,04,175	18,01,858	32,33,97,617
2.	Hindi	28,03,468	20,71,36,419	24,46,535	18,17,33,287
3.	Urdu	4,94,737	1,95,47,760	3,75,477	1,36,65,536
4.	Punjabi	1,60,395	1,11,91,343	1,34,598	90,79,206
5.	Marathi	3,29,128	2,93,11,752	2,95,344	2,52,23,508
6.	Gujarati	2,65,565	2,57,21,667	2,33,743	2,26,63,393
7.	Sindhi	21,449	8,24,761	18,615	6,40,448
8.	Assamese	44,789	22,85,241	43,906	23,01,361
9.	Bengali	2,12,453	3,31,31,796	1,53,293	2,69,98,521
10.	Oriya	1,20,810	96,35,101	1,15,059	92,81,371
11.	Tamil	2,49,634	1,36,61,079	1,97,437	1,06,87,250
12.	Telugu	1,95,895	72,24,846	1,68,878	66,43,735
13.	Malayalam	1,74,816	1,72,59,402	1,67,719	1,64,54,900
14.	Kannada	1,21,595	1,19,60,353	97,720	79,96,010
15.	Sanskrit	452	7,105	292	4,920
16.	Nepali	8,341	2,42,710	5,623	1,29,053
17.	Mizo	16,551	4,95,656	15,758	4,27,839
18.	Khasi	3,699	55,888	1,795	26,410
19.	Konkani	300	5,178	—	—
20.	Manipuri	108	3,066	5,308	1,28,519
	Total	72,42,706	73,88,05,298	62,78,958	65,74,82,884